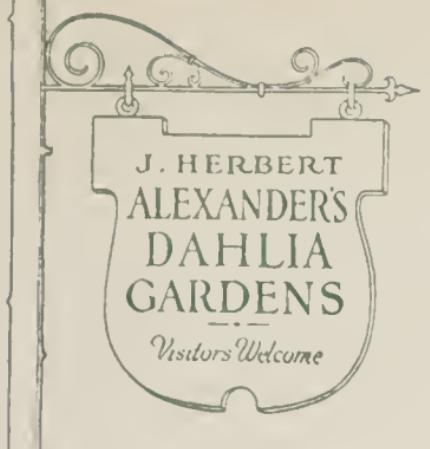


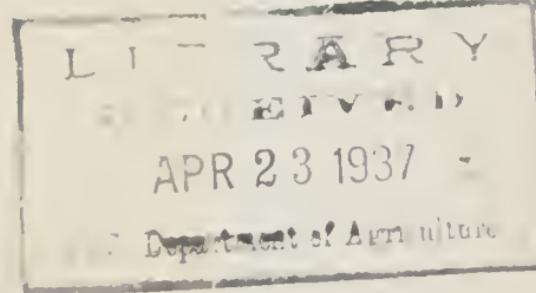
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Do not assume content reflects current scientific knowledge, policies, or practices.



DAHLIATOWN SPECIALS

5/20/37
SEC. 562 P. L. & R.
U. S. POSTAGE
PAID
Middleboro, Mass
Permit No. 10



J. HERBERT ALEXANDER
MIDDLEBORO . MASS.

U. S. DEPARTMENT OF AGRICULTURE,

WASHINGTON, D. C.

BUREAU OF
Fruit and Vegetable Crops and Diseases
M. R. N.

8-3591

ORDER FORM

J. HERBERT ALEXANDER
DAHLIATOWN, MIDDLEBORO, MASS.

Date

Dear Sir: Kindly ship me as soon as possible the following collections:

Please include my free dahlia for each \$2.00 worth I have ordered

Total of Order

Enclosed find my remittance to cover

Check [] Money Order [] Cash []

Very truly yours,

Name _____
(Please Print)
Address _____

FREE: One Dahlia, our selection, with every \$2.00 worth ordered from this Folder.

DAHLIATOWN BARGAINS

Any 3 Rare Pompon Dahlias \$1.00

Your Choice

35c each, any three for \$1.00, \$3.50 per doz.
 Ace of Diamonds, Bright scarlet.
 Aimee. Lovely bronze, very small.
 Arthur Kerley. Rich cherry-red.
 Belle of Springfield. Bright brick red.
 Brunette. Crimson blotted white.
 Cardinal. Fiery orange-scarlet.
 Corsair. Buff ground tipped red.
 Dewdrop. White to lavender.
 Frau Dr. Knabbe. Quilled white edged lavender.
 Girle. Excellent pinkish mauve.
 Grauss am Wein. Old rose to mauve.
 Harry Snooks. Lovely pink and white.
 Hazel. Small, buff to brown.
 Kim. Bright orange.
 Kupfer. Old rose to salmon rose.
 Leda Beeler. Good lavender.
 Little Belle. Bright lavender.
 Little David. Small orange red.
 Madeline. Primrose edged purple.
 Mary Munns. Best rich deep lavender.
 Montague Wootan. Deep maroon.
 Peggy Ann. Yellow shaded amber red.
 Reno. Old rose and gold.
 Rosa Wilmoth. Lovely rose pink.
 Rosea. Deep lavender.
 Rose Marie. Rose to gold and cream.
 Salmon Queen. Lovely salmon to gold.
 Sunnydaybreak. Exceptional apricot to gold.
 Tommy Keith. White tipped crimson.
 Yellow Gem. Perfect primrose yellow.

Any 5 Choice Pompon Dahlias \$1.00

Your Choice

25c each, any five for \$1.00, \$2.50 per doz.
 Achilles. Dainty shell pink.
 Alewine. White suffused lavender pink.
 Amber Queen. Blend of amber to apricot.
 Anna Christina. Golden yellow, bronze center.
 Barbara Purvis. White.
 Blutrochen. Blood red lightened with rose.
 Clara Harsh. Buff edged crimson.
 Danny. Orange to gold.
 Darksome. Nearly black.
 Darkeye. White, rich lavender center.
 Dusky Papoose. Bronzy-red.
 Edgar. Deep lemon to sulphur yellow.
 Elizabeth. Golden yellow edged red.
 Eurydice. Blush tipped deep lavender.
 Fashion. Orange to gold.
 Ganymede. Beautiful shade of fawn.
 Georgianna. Yellow edged brownish red.
 Golden Queen. Rich golden yellow.
 Golden Papoose. Golden bronze.
 Hazel Dell. Pink edged cerise.
 Highland Mary. Pink and white.
 Janet. Bright salmon to red.
 Jessica. Yellow edged red.
 Lassie. Yellow tipped rose.
 Leader. Yellow edged violet.
 Little Beauty. Delicate quilled pink.
 Little Dorothy. Creamy blotted reddish orange.
 Little Herman. Red blotted white.
 Little Lloyd. Golden orange edged red.
 Mary Ellen Papoose. Pale lavender pink.
 Midget. Salmon to lavender.
 Orange Boy. Orange buff.
 Pee Wee. Yellow to buff and brown.
 Pride. Deep red.
 Prince Charming. Bright purple.
 Pure Love. Heliotrope.
 Purity. White.
 Raphael. Deep maroon.
 Red Papoose. Rich deep red.
 Rita Papoose. Rose lavender to purple.
 Rosebud. White edged deep rose.
 Sally. Straw flushed pink.
 Stoltz von Berlin. Clear pink.
 Sunny Cal. Gold to yellow.
 Sunset. Bright orange.
 Tulla. Wine red.
 Wild Papoose. Bronze red.

Any 6 Exceptional Giant Dahlias \$2.00

Your Choice

35c each, any three for \$1.00, \$3.50 per doz.
 A. J. Collins, Jr., Dec. Purple crimson.
 Avalon, Dec. Large bright sulphur yellow.
 Bonnie Brae, Dec. Pink and cream.
 Catherine Alexander, Cac. Silvery rose to lilac.
 Golden West, Cac. Primrose to amber.
 Jane Cowl, Dec. Giant golden buff.
 Jersey's Beacon, Dec. Giant Chinese red.
 Kalif, Cac. Large bright scarlet.
 Louise Finger, Dec. Large pure white.
 Mac Gregor, Cac. Cinnamon red.
 Margaret Woodrow Wilson, Dec. Giant cameo pink.
 Mrs. I. de Ver Warner, Dec. Giant orchid.
 Purple Manitou, Dec. Bright clear purple.
 Rosa Alexander, Dec. Orange tipped white.
 Yankee King, Dec. Giant terracotta and bronze.



Any 3 World Famous Dahlias \$2.00

Your Choice

75c each, 6 for \$3.75, \$7.50 per doz.

Alice Green, Dec. Beautiful golden amber bronze.
 Ambassador, Cac. Giant, yellow center deepening to orange salmon at tips. Excellent.
 Andreas Hofer, Cac. Rose pink with creamy center. Exceptional for cutting.
 Brockton Beauty, Dec. White edged lavender rose.
 Dad, Cac. Rich deep glowing red.
 Elkridge, Semi Cac. Very large pure white with long curling petals, good stems.
 Mrs. T. A. Galvin, Dec. Yellow tipped white. Popular.
 Roycroft, Cac. Cinnamon to terra cotta, clear color.
 Salem Pride, Dec. Mammoth reddish purple striped white.
 Samuel T. Alexander, Cac. Giant salmon pink.

Any 10 Favorite Dahlias \$1.75

Your Choice

(or any five, your choice \$1.00)

Alice Alexander, Dec. Oriental-red.
 Bashful Giant, Dec. Giant golden buff.
 Billionaire, Semi-double. Buff.
 Charlotte Alexander, Dec. White tipped violet.
 Copper King, Semi-double. Coppery bronze.
 Dr. Tevis, Dec. Buff, coral and salmon.
 Eastern Star, Dec. Yellow to buff.
 Gilda Grey, Dec. Giant violet purple.
 Herbert Hoover, Dec. Orange tipped white.
 Isabel Jean, Dec. Gold, coral and salmon.
 Mary Linder, Semi-double. Orange.
 Mrs. Bowen Tufts, Semi-double. Purple.
 Mr. Crowley, Dec. Coral, salmon and gold.
 Mrs. C. D. Anderson, Show. Purple crimson.
 Rosa Nell, Dec. Rich deep rose.
 Rose Fallon, Dec. Bronze and gold.
 Santa Cruz, Show. Sulphur, overlaid salmon-rose.
 Storm King, Ball. Pure white.
 Vivian, Ball. White edged violet.

Miniature Dahlias

Each Doz.

Baby Beauty, Bright rose pink, Dec.	\$.75	\$7.50
Baby Royal. Salmon shaded apricot. Dec.	.75	7.50
Carla. Bright salmon rose. Cac.	.75	7.50
Elizabeth Pape. Coral pink to cream. Cac.	.50	5.00
Fairy. Rose pink overlaid lavender. Dec.	.75	7.50
Irene. Coral salmon. Dec.	.75	7.50
Jean. Apricot buff, suffused lilac. Cac.	.75	7.50
Kentucky Babe. Salmon pink, tall. Dec.	.75	7.50
Mme Henri Cayeux. Rose pink, white center. Cac.	.50	5.00
Paddy, Salmon pink, tipped yellow. Dec.	.35	3.50
Pink Pearl. Lavender pink. Semi double.	.75	7.50
Rene Cayeux. Rich bright crimson. Cac.	.35	3.50
Rhoda. Yellow to russet orange. Semi double.	.35	3.50

OVER THE FENCE

Just heard that Alexander keeps his Flower Shop open all day, every day of the week. If his exhibition of cut flowers this year is half as good as last year's, lots of folks

are going to get the thrill of their lives. If you see it you're sure to say it's the biggest sight on the Cape Road.

Did you know there is a special knife made to separate Dahlia tubers? That's so and Alexander sells them for 75c each.

Yes, our Dahlias were exceptionally fine last year and it's entirely due to the kind of fertilizer we used. You know Alexander sells his Special Bulb Food and it's cheap—only \$1.00 for 25 pounds.

Radio News

Special announcement at 7.15 A.M. approximately, on WNAC from April 12 to May 29. Just before the Yankee Network News. Daily, except Sundays.

Mixed Japanese Iris

25c each, 5 for \$1.00, \$2.50 per doz.

This is a general assortment including all colors. Consists mostly of three-petal seedlings. White, Lavender, Purple, Violet, Blue, and many combinations of above colors.

Exceptional Japanese Iris

\$1.00 each, any three for \$2.50

Beatrice Hurd. Giant white, flecked blue.
 Grace Wright. Delicate lavender overlaid blue.
 Manadzuru. Giant double, pale lavender veined deeper.
 Takaradama. Giant double, reddish mulberry to purple.
 Templeton. Double. Reddish mulberry. Nearest to red of any to my knowledge.



Any 5 Choice Jap. Iris \$2.00

Your Choice

50c each, any five for \$2.00, \$5.00 per doz.

Aoigata. Lavender, veined deep purple.
 Astarte. Giant double, deep indigo blue.
 Bertha Fuller. White overlaid violet pink.
 Flora Alley. White, splashed orchid.
 Gekka-no-nami. Giant double, white gold markings.
 Gingyoku. Pure white, feather edged blue.
 Kagaribi. Double, pinkish mulberry tones.
 Marie Stone. Double, reddish mulberry and violet.
 Sara Jane Rogers. Lovely clear lavender.
 Zama-no-mori. Large, late, pure white, gold markings.



Any 3 Rare Japanese Iris \$2.00

Your Choice

75c each, any three for \$2.00, \$7.50 per doz.

Datedogu. Pale lavender overlaid pinkish lavender, nearest to pink.
 Frances Burnham. White, feather lovely pink tone.
 Frank Smith. Orchid pink to lavender.
 Kitty Knight. White heavily mottled lavender purple.
 Osho-kun. Giant double, late deep indigo blue.
 The Douglas. Giant, lavender, veined and overlaid pinkish lavender.



GLADIOLUS

15 EXCEPTIONAL GLADIOLI \$1.00

3 Begonia rose	3 Dark red
3 Smoky shades	3 Blue shades
3 coral	

25 GIANT GLADS \$1.00

5 Pure white	5 Rich lavender
5 Bright Yellow	5 Clear salmon
5 Bright scarlet	

40 RARE GLADS \$2.00

5 Red	5 Orange
5 Coral	5 Flame
5 Yellow	5 Lavender
5 Purple	5 White

50 ASSORTED GLADS \$1.00

Large variety of colors.

Large flowering varieties.

100 GORGEOUS GLADS \$4.00

Extra fine assortment of best colors and types. Very fine.

3 Day Lilies \$1.00

Tawny Lily, Rich golden bronze
Orange Day Lily, Dwarf clear orange
Orange Day Lily, Tall deep orange, excellent

3 Evergreens Your Choice \$1.00

Mugho Pine	Corncolor Spruce
White Spruce	Englemani Spruce
Tom Thumb Arborvitae	

SPECIAL \$1.00 OFFERS

BULBS

3 Cactus Dahlias, 3 different colors	1.00
3 Dwarf Bedding Dahlias, all different	1.00
10 Radio Special, Dahlias, all different	1.00
5 Pompon Dahlias, 5 different colors	1.00
3 Collarette Dahlias, in 3 colors	1.00
3 Single Dahlias, in 3 colors	1.00
15 Exceptional Glads, five colors	1.00
25 Giant Glads, in five colors	1.00
40 Choice Glads, 5 each—8 colors	1.00
50 Assorted Glads, good mixture, large	1.00
100 Mixed Glads, medium sized bulbs	1.00

PERENNIALS

5 Double Hollyhocks, in 5 colors	1.00
5 Assorted Delphinium, shades of blue	1.00
3 Light Blue Delphinium	1.00
3 Deep Blue Delphinium	1.00
3 Chrysanthemums, in three colors	1.00
5 Chrysanthemums, in 5 colors	1.00
3 Phlox, Tall, hardy, in 3 colors	1.00
5 Phlox, Tall, hardy, five different colors	1.00
3 Orange Flame Butterfly Weed	1.00
3 Liatris, tall	1.00
3 Hibiscus, Assorted Mallow Marvels	1.00
3 Hibiscus, Brilliant red	1.00
3 Hibiscus, Different shades of pink	1.00
3 Hibiscus, White with crimson eye	1.00
5 Coreopsis, Large yellow	1.00
5 Dwarf Orange Carolina Day Lily	1.00
3 Giant Orange Carolina Day Lily	1.00
5 Hardy Asters, Bright lavender blue	1.00
3 Platycodon or Balloon Flower, blue and white	1.00
3 Giant Gaillardia, scarlet and yellow	1.00

ROCK GARDEN PLANTS

3 Rare Early Phlox Amoena, rose pink	1.00
5 Moss Pink, or Ground Phlox, assorted	1.00
3 Moss Pink, or Ground Phlox, three colors	1.00
5 Nepeta Mussini, Lavender Mint	1.00
5 June Pinks, assorted	1.00
3 Rare June Pinks, in three colors	1.00
5 Gray foliage Snow-in-Summer, white bloom	1.00
3 Gray foliage Santolina Incana	1.00
5 Achillea, the Pearl, white	1.00
3 Dwarf Evergreens, three varieties	1.00
3 Alyssum, Sax. Comp., Basket of Gold	1.00
3 Dwarf Iris, lovely lavender	1.00

ROSES

5 Ramblers, assorted in three colors	1.00
3 Ramblers, three fine colors	1.00
5 Radio Special Hybrid Teas, 5 colors	1.00

ROSES

(Climbing)

25c each, 5 for \$1.00, \$2.50 per doz.

Dorothy Perkins, Pink Rambler.
Excelsior, Crimson or Red Rambler.
White Rambler, Pure white.

POPULAR CLIMBING ROSES

35c each, 3 for \$1.00, \$3.50 per doz.

Albertine, Yellow
American Pillar, Large bright single pink.
Climbing American Beauty, Rich rose red.
Dr. Van Fleet, Exquisite pale pink.
Gardenia, Yellow.
Mary Wallace, Pink.
Paul's Scarlet Climber, Bright scarlet red.
Veilchenblau, Blue Rambler, Bluish lavender pink.

HYBRID TEA ROSES

75c each, 3 for \$2.00, \$7.50 per doz.

Betty Uprichard, Salmon pink stained coppery pink.
Charles K. Douglas. Light crimson to scarlet.
E. G. Hill, Deep maroon, large blooms.
Edith Nellie Perkins, Salmon-pink to cerise-orange.
Etoile de France, Vivid crimson, center cerise.
Etoile de Holland, Dark red, very fine.
Frau Karl Druschki, Most popular white, giant.
Margaret McGredy, Brilliant red, base deep gold.
John Russell, Rich deep velvety crimson, large.
Luxemburg, Coppery and yellow shades.
President Hoover, Blending of orange and red shades.
Radiance Pink, Carmine pink.
Radiance Shell, Shell pink.
Red Radiance, Bright rosy red.
Talisman, Blend of copper, orange and rose.

NOVELTIES FOR THE ROCKERY

3 June Pinks (Dianthus) \$1.00

Little Red Ridinghood, rose red
Elaine Alexander, white, violet center
Alexander's Variegated, pink and red

Any 3 Moss Pinks Dwarf Phlox \$1.00

Single plants 35c each

Appleblossom, pale pink
Blue Hill, lovely blue
Vivid, salmon pink with red eye
Atropurpurea, reddish purple
Rochester, scarlet red



Alexander's Sales Office and Flower Shop on auto Route 28, four miles south of Middleboro. Visitors always welcome.

DAHLIATOWN SALES OFFICE

Open continuously from seven o'clock in the morning until dark, Sunday included.

Come and select your Shrubs, Roses, Perennials, Bulbs, Seeds, and Garden Supplies.